

IN THE CLAIMS

The claims are amended as follows:

1. (Currently Amended) A method for ~~creating~~updating a unique profile related to a person, said method making use of at least one physical object associated with the person and having a tag containing optically encoded or electronically stored information
5 concerning the physical object, said method comprising the steps of:

retrieving said optically encoded or electronically stored information related to the physical object from said tag;

electronically accessing an object profile in accordance
10 with the information retrieved from the tag;

electronically accessing a unique profile associated with the person; and

modifying the unique profile in accordance with the object profile.

2. (Previously Presented) The method as claimed in Claim 1, wherein said method further comprises the steps of:

receiving a key to facilitate accessing the unique profile.

3. (Previously Presented) The method as claimed in Claim 2, wherein the key is credit card number, a social security number, a voice print, a vehicle identification number (VIN) or a unique random number.

4. (Previously Presented) The method as claimed in Claim 1, wherein the object profile includes at least one identifier, and wherein the unique profile includes a plurality of adjustable values.

5. (Previously Presented) The method as claimed in Claim 4, wherein the modifying step includes adjusting the adjustable values based upon the at least one identifier.

6. (Previously Presented) The method as claimed in Claim 1, wherein the unique profile reflects the personal tastes, social values, habits, or interests of the person.

7. (Previously Presented) The method as claimed in Claim 1, wherein the physical object is a miniaturized icon, a toy, a figurine, a pin-button, or an item owned by the person.

8. (Previously Presented) The method as claimed in Claim 7, wherein the tag is integrated, embedded, coupled or temperately associated with the physical object.

9. (Previously Presented) The method as claimed in Claim 1, wherein the object profile and the unique profile comprise XML documents.

10. (Previously Presented) The method as claimed in Claim 1, wherein the object profile and the unique profile are stored in one or more databases that are accessed via a communication network.

11. (Previously Presented) The method as claimed in Claim 1, wherein the tag comprises an RFID or barcode tag.

12. (Currently Amended) A memory medium including code for causing a processor reading the code to modify a unique profile related to a person using information, said processor making use of at least one physical object associated with the person and having a tag containing optically encoded or electronically stored information concerning the physical object, the code causing the processor to:

retrieve information related to the physical object from the tag;

10 access an object profile in accordance with the
information received from the tag;
 access a unique profile associated with the person; and
 modify the unique profile in accordance with the object
profile.

13. (Previously Presented) The memory medium as claimed in Claim
12, wherein said code further causes the processor to receive a key
to facilitate accessing the unique profile.

14. (Previously Presented) The memory medium as claimed in Claim
13, wherein the key is credit card number, a social security
number, a voice print, a vehicle identification number (VIN) or a
unique random number.

15. (Previously Presented) The memory medium as claimed in Claim
12, wherein the object profile includes at least one identifier,
and the unique profile includes a plurality of adjustable values.

16. (Currently Amended) The memory medium as claimed in Claim
15, wherein the code causes the processor to ~~to~~ adjust the
adjustable values based upon the at least one identifier.

17. (Previously Presented) The memory medium as claimed in Claim 12, wherein the unique profile reflects the personal tastes, social values, habits, or interests of the person.

18. (Previously Presented) The memory medium as claimed in Claim 12, wherein the physical object is a miniaturized icon, a toy, a figurine, a pin-button, or a physical item owned by the person.

19. (Previously Presented) The memory medium as claimed in Claim 18, wherein the tag is integrated, embedded, coupled or temperately associated with the physical object.

20. (Previously Presented) The memory medium as claimed in Claim 12, wherein the object profile and the unique profile comprise XML documents.

21. (Previously Presented) The memory medium as claimed in Claim 12, wherein the object profile and the unique profile are stored in one or more databases that are accessed via a communication network.

22. (Previously Presented) The memory medium as claimed in Claim 12, wherein the tag comprises an RFID or barcode tag.